



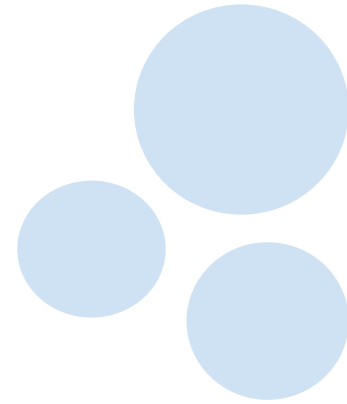
MAVEN  
ANALYTICS

# Airline Passenger Satisfaction

Presented by Rejitha Das



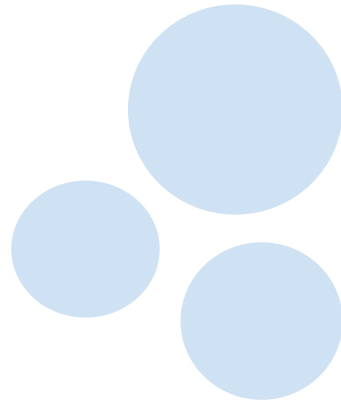
# MAVEN AIRLINE OVERVIEW



- A total of **129880 passengers** were surveyed, including **63981 men** and **65899 women**.
- The flight **travelled 1190.32 miles on average**, with **average arrival and departure delays of 15.9 minutes and 14.71 minutes**, respectively.
- The **overall rating** for the airline service from the customers is **3.24**.
- Only **43.45%** of the total 129880 passengers were **satisfied** with the airline services.
- **Around 90k** passengers were **travelling for business**, and **48% and 45%** of them **preferred business and economy classes**, respectively.
- Maven Airline Passenger Demographics:
  1. **Child (<6 Years): 6%**
  2. **Young Adults (16-30 Years): 24%**
  3. **Early Middle Age (30-45 Years): 32%**
  4. **Late Middle Age (45-60 Years): 29%**
  5. **Seniors (>60 Years): 9%**

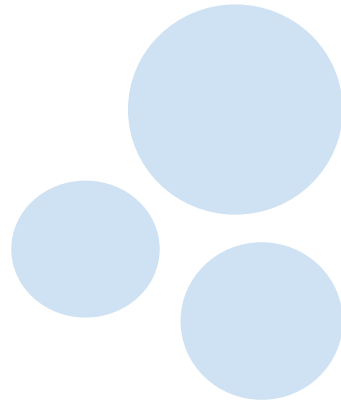
# MAVEN AIRLINE SERVICES

- After comparing the average satisfaction rating for all services, **Online Booking, Gate Location, and In-Flight Wi-Fi Service** are listed with the highest level of dissatisfaction and **In-flight services and Baggage handling** listed the highest satisfaction score.
- Maven Airline Passenger Demographics:
  1. **Online Booking: 2.76**
  2. **Online Boarding: 3.25**
  3. **Gate Location: 2.98**
  4. **On-Board Services: 3.25**
  5. **Check-In Services: 3.31**
  6. **Baggage Handling: 3.63**
  7. **Food and Drink: 3.20**
  8. **In-Flight Services: 3.64**
  9. **Cleanliness: 3.29**
  10. **In-Flight Entertainment: 3.36**
  11. **In-Flight Wi-Fi Service: 2.73**
  12. **Leg Room Service: 3.35**
  13. **Seat Comfort: 3.40**



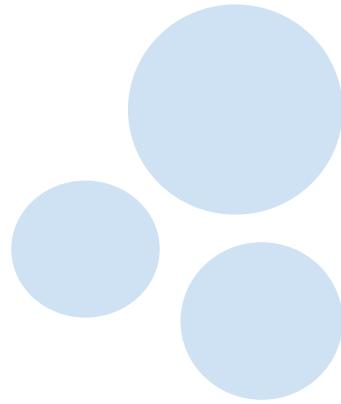
## MAVEN AIRLINE PASSENGERS

- Out of **89,693 business purpose travellers**, approximately **52,000 passengers were satisfied** with the airline services.
- Of the business travellers, **46,000 returning passengers were satisfied**, while around 20,000 passengers were dissatisfied.
- Among **first-time business** passengers, **only 24% (approximately 6,000) were satisfied**, while the remaining 18,000 were dissatisfied.
- Among **personal purpose travellers**, only **4,000** out of 40,000 passengers were **satisfied**.



# MAVEN AIRLINE SATISFACTION REPORT

- The level of **dissatisfaction** is most prevalent in the **20-36 years age group**.
- Most of the **satisfied passengers** are between **39-60 years of age**.
- A deeper analysis reveals that services involving online activities, such as **In-flight Wi-Fi services and Ease of online booking and Online boarding**, receive lower ratings from **Young adults**. Meanwhile, services such as **Leg room services and Baggage Handling** receive lower ratings from **Middle-aged passengers**.



## RECOMMENDATION

- It is important for Maven Airline to **address the areas where younger passengers are less satisfied** in order to improve overall passenger satisfaction.

